

GESCO.....

LLOYD DENNEE ASKS



Do you know the meaning of the word *Gesco*? *Gesco* is the abbreviation for General Electric Supply Corporation. This word is a highly important word to us in the industry because it affords us, as sellers, high quality merchandise. * * * Merchandise that we can be proud to sell. * * * Merchandise, that after having been sold, performs and operates so satisfactorily that our customers are "sold on us" for having sold them on General Elec-

tric. A happy, satisfied customer is one of the greatest assets a company can have * * * and it is on this theory that we operate.

Come in and let us show you the new G-E line. We would like to have you in our files of satisfied customers (of which we have over 9,500). And believe me * * * You will be satisfied with one of the new General Electric Television sets.



SKILLED CRAFTSMANSHIP AND HIGHEST GRADE RAW MATERIALS ASSURE YOU UTMOST PERFORMANCE FROM A G-E. REMEMBER—A TELEVISION SET WITHOUT A PICTURE—IS NO GOOD.

GENERAL ELECTRIC PUTS THEIR CONFIDENCE IN LLOYD DENNEE SO CAN YOU. ONLY HAWTHORNE G-E DEALER



G. E. PRICES HAVE BEEN DRASTICALLY REDUCED—YET OFFER YOU THAT FAMOUS QUALITY!



MANY MODELS TO CHOOSE FROM

NEW LOW PRICES—

GENERAL ELECTRIC

Buy It from LLOYD DENNEE Your Dependable General Electric Dealer.



Call Either Store for a FREE HOME DEMONSTRATION Nightly 'till 9:30

LLOYD DENNEE'S
TORRANCE DIVISION
1875 CARSON STREET
 (AT THE FIVE POINTS)
TORRANCE, CALIF.
 PHONE TORRANCE 1728
 We Invite you
 Into Our New
 store.

TELEVISION EXPOSITION
110 E. EL SEGUNDO BLVD.
HAWTHORNE
 PHONE OS 6-0151
LARGEST DISPLAY
 IN
 Southern California
 "You Don't Select
 from a
 Catalog?"